TABLE OF CONTENTS

PREFACE v

MANUSCRIPT REVIEWERS vi

TABLE OF CONTENTS xiii

WELCOMING THE NEW DOCTORAL STUDENT SIG

Living in a Non-Linear World: Meditations on the Theory of Chaos Within a Marketing Framework
David R. Fortin 1

The Role of Channel Evaluation in Developing and Transitional Economies: The Channel Mapping Process
M. B. Myers 6

Business-To-Business Service Encounters: An Empirical Assessment of the Underlying Determinants for Industrial Service Quality
Kevin W. Westbrook 10

PRE-BUYING BEHAVIOR

An Empirical Test of a Meanings-Based Resource Allocation Model: The Contemporary "Peasant Funds" Framework
Scott D. Roberts, Rajiv P. Dant 12

Construction and Assessment of a Scale to Measure Consumer Trust
Jeffrey S. Hess 20

Factors Influencing Consumer Perceptions, Attitudes and Consideration of Store Brands
Joan Scattone 27

EXPLORATORY METHODS IN MARKETING RESEARCH

New Methods of Analysis for Large-Scale Databases in Marketing
Francis J. Mulhern, Robert C. Caprara 34

LEARNING EXPERIENCES FOR STUDENTS AND DEPARTMENTS

Teaching Research: Heuristics, Structure, Computers and Feedback
Patricia M. Anderson 40

Developing a Service-Learning Course in Marketing
Fredrica Rudell 47

Integrated Marketing Communications and Advertising Education: A Curricular Response
Cynthia M. Gerke, Alan R. Wiman, Larry M. Newman 48

Marketing Internships: An Analysis of Students' Preferences and Experiences
Dennis E. Garrett, Connie L. Bauer 54

EDUCATIONAL/INSTRUCTIONAL TECHNOLOGY

Multimedia Based Learning Improvements: Fact or Fiction?
William J. McDonald 56

Reorganizing Principles of Marketing Content for Multimedia Presentation
Daniel L. Wardlow 62

RE-ENGINEERING THE ADVERTISING AGENCY: CRITICAL ISSUES FOR CLIENTS AND AGENCY MANAGEMENT

Reengineering the Advertising Agency: Critical Issues for Clients and Agency Management
Elizabeth M. Tucker, John H. Murphy, II 69

CUSTOMER COMMITMENT IN SERVICE RELATIONSHIPS

The Citizenship Performance of Customers
Lance A. Bettencourt 73

Measuring Service Involvement: A Preliminary Assessment
Marla Royne Stafford, Ellen Day 75

The Commitment - Trust Theory of Relationship Marketing: An Extension and Application to Advertising Agency - Client Relationships
Douglas W. LaBahn, Chiranjeev Kohli 81

"LOOKING GOOD:" WEIGHT LOSS PRODUCTS, EXERCISE, AND APPEARANCE

Further Validation and Extension of Findings for Scales Assessing Concern and Perceptions of Physical Appearance and Personal Achievement
Tracy A. Suter, Scot Burton 83

Using Weight Loss Products: The Roles of Involvement, Self-Efficacy and Body Image
Nora J. Rifon, Molly Catherine Ziske 90

DIVERSITY ISSUES IN EDUCATION

Women's Voices: An Analysis of Female Publication in Academic Advertising Journals
T. Bettina Cornwell, Helen Katz 99

Integrating Multicultural Issues into Marketing Education
Geng Cui 109

PRODUCT STRATEGY IN INDUSTRIAL CONTEXTS

The Role of Brand Equity in Business Markets: A Model, Research Propositions, and Managerial Implications
John Kim, David A. Reid, Richard E. Plank, Robert Dahlstrom 111

An Empirical Test of a Framework for Complementary Product Strategy
Sanjit Sengupta 113

Rethinking Industrial Branding Research
Susan Mudambi 115

NEGLECTED ASPECTS OF SERVICE MANAGEMENT

Examining Partial Inclusion in the Service Sector: An Exploratory Study
Sharon Clinebell, Ronald Taylor 121

Place and Professional Services: The Impact of Dental Practice Site Characteristics
Boris W. Becker, Dennis O. Kaldenberg, James H. McAlexander 123

Moving Beyond Consumer Services: Exploring the Factor Structure of SERVQUAL in a Business Product Market
Daniel E. Innis, Timothy P. Hartman 125

NEW INSIGHTS INTO TRADITIONAL RESEARCH

Subliminal Perception Versus Subliminal Persuasion: A Re-Examination of the Basic Issues
Carl L. Witte, Madhavan Parthasarathy, James W. Gentry 133

Consumer Involvement: An Historical Perspective and Partial Synthesis
Stephen L. Vargo 139

Minority Vendor/Industrial Buyer Relationships: A Social Identity Perspective
Alicia D. Cooper 146

EXPERIENTIAL APPROACHES TO MARKETER-CONSUMER RELATIONSHIPS

Cross-Cultural Adjustment: A Symbolic Interactionist Approach
Siok Kuan Tambyah 148

Complaint Behavior in Older Women: The Role of Life Experience
Kevin Gwinner, Nancy Stephens 150

The Meaning of the Search, Evaluation, and Selection of "Yesterday's Cast-Offs:" A Phenomenological Study into the Acquisition of the Collection
Stacey Menzel Baker, Robert A. Mittelstaedt 152

CULTURAL VALUES AND TELEVISION ADVERTISING

A Comparison of Cultural Value Orientations as Reflected by Advertisements Directed at the General U.S. Market, the U.S. Hispanic Market, and the Mexican Market
Scott D. Roberts, H. Stanley Hart 153

Cultural Values as Manifested in U.S. and Taiwan Television Advertising
Jen-Hung Huang 155

Accommodation Attributions: Construct and Measurement Validation
Jonna Holland, Dwayne Ball 161

MANAGEMENT OF SALESFORCE OPERATIONS

An Evaluation of the Professionalization of Sales: A Call for New Measures of Profession and Professional
Scott A. Inks, Terry W. Loe 170

Sales Management and Sales Teamwork
Michael J. Provitera 176

Attribution Processes and the Management of Salesforce Expectancy Perceptions
Thomas E. DeCarlo, R. Kenneth Teas, James C. McElroy 185

INDUSTRIAL BUYER BEHAVIOR

Dimensions of Supplier Value-Added Service in Organizational Buying: An Exploratory Investigation
Elizabeth J. Wilson, Robert C. McMurrian, Edward Hughes Head 187

Environmentally Responsible Straight Rebuy Purchases in Australian Organizations
Michael Jay Polonsky, Harry Brooks, Philip Henry, Craig Schweizer 189

Determinants of Problem Solving Negotiation in Buyer-Seller Relationships
Ashwin W. Joshi 190

MARKETING SEGMENTATION METHODS

A Comparison of Alternative Approaches to Cluster-Bases Market Segmentation
Paul E. Green, Abba M. Krieger 197

A Fourier Typal Analysis Approach to Market Segmentation
William R. Darden, Michael J. Dorsch, Barry J. Babin 198

Evaluating Mathematical Programming Discriminant Models for Marketing Research
Sanjay S. Mehta, Robert Pavur, Pradit Wanarat 200

ORGANIZATIONAL ISSUES IN MARKETING STRATEGY

The Role of Trust & Ethics in Implementing a Total Quality Management Program
Terry W. Loe 202

Organizational Commitment: Implications of Multidimensionality for Marketing Management Research
Edward U. Bond, III 203

Internal Marketing: An Emerging Intra-Organizational Paradigm in Marketing
Neil A. Morgan, Nigel F. Piercy 205

COMMUNICATIONS STRATEGIES AND EFFECTS

Fear Appeals in Video Advertising: Is There a Fear Arousal Threshold?
Michael S. LaTour 207

Efficiency in Advertising: Data Envelopment Analysis of Print Ads
Mukesh Bhargava, John Kim 209

Effect of Integrating Samples With Coupons for New and Established Brands
Shailesh Sood, Catherine A. Cole 217

ORGANIZATIONS AND RELATIONSHIPS: CONCEPTUAL FRAMEWORKS

Do Internal Firm Norms Influence Relationship Governance?
Alexandra J. Campbell 224

Interorganizational Behavior Controls: A Theoretic Framework
Albert Wenben Lai, John R. Nevin 226

The Multidimensionality of the Physical and Human Transaction Specific Asset Constructs
Ritu Lohtia, Charles M. Brooks 228

Outcomes of Perceived Opportunistic Behavior: Conceptual Framework and Research Agenda
Carl L. Saxby, Dennis L. Pedrick, Patrick L. Schul 230

DELIVERING CUSTOMER VALUE

The Effect of Ambiguous Information on Consumers' Expectations and Evaluations of Services
Nancy Ryan McClure, Pamela Kiecker 231

Perceptions of the Telemarketer: Exploring the Stereotype
Thomas F. Stafford 239

Customer Value in Relational Exchange: A Logistics Customer Service Perspective
John T. Mentzer, Ken Matsuno, Stephen M. Rutner 246

CRITICAL REFLECTIONS ON MARKETING IN THE POSTMODERN AGE

Discipline and Practice: A Postmodern Critique of Marketing as Constituted by the Work of Philip Kotler
Laurie A. Meamber, Alladi Venkatesh 248

Feminism, Postmodernism, and Consumer Research: Critique and (Re)Construction
W. P. Hetrick, Héctor R. Lozada 254

No Representation Without Taxation: Postmodern Marketing Research
Stephen Brown 256

ORGANIZATIONAL STRUCTURE PROCESSES, AND STRATEGIC PERFORMANCE

Form Postponement as a Strategic Initiative Affecting Organizational Design
Cornelia Dröge, Richard Germain, Nancy E. Spears 263

The Cycle Time (CT) Scale: Construction and Validation of a Cycle Time Scale for Use in Marketing Processes
G. Tomas M. Hult, O. C. Ferrell 270

The Relationship Between Entrepreneurial Orientation, Strategy, and Performance: An Empirical Investigation
Gary Knight 272

GLOBAL SOURCING AND PRODUCTIVITY

The Relative Impact of Capital Inputs and Retail Structure on Labor Productivity in Retailing: A Longitudinal Analysis in Japan
Robert E. Stassen, Craig T. Schulman 274

Investment Strategies and Management Performance: The Experience of Taiwanese Firms Investing in the People's Republic of China and Southeast Asia
Wann-Yih Wu, Michael S. Minor 275

Global Sourcing of Services and Market Performance: Conceptual Framework and Research Propositions
Masaaki Kotabe, Janet Y. Murray, Rajshekhar G. Javalgi 277

PERSONAL AND SITUATIONAL FACTORS INFLUENCING COMMUNICATIONS

The Impact of Program Involvement on Commercial Effectiveness: Does Involvement Positively or Negatively Impact Commercials?
Gordon W. McClung, Karen Russo France 279

The Influence of Consumers' Mood State on the Evaluation of Persuasive Communications: Implications for Advertisers
David I. Gilliland, Naveen Donthu 288

A Model of Advertising Effects and Probabilistic Brand Preferences
Giles D'Souza, Ram C. Rao 289

MICRO-CULTURAL DIFFERENCES: ETHNICITY, GENDER, AND AGE

Native American and Hispanic Adolescent Consumers: Examination of Shopping Orientations, Socialization Factors and Social Structural Variables
Soyeon Shim, Kenneth C. Gehrt 297

Gender and Use Innovation: An Inquiry into the Socialization of Innovative Behavior
A. R. Petrosky 299

Consumer Experience: Is it the Basis for Differences Between Elder and Nonelder Consumers?
Jane W. Licata, Abhijit Biswas, Balaji Krishnan 308

DO CONSUMERS FEEL THEY "CAN'T GET NO SATISFACTION?"

Satisfaction Information: A Contingency Framework
Jyh-shen Chiou, Cornelia Dröge 310

An Investigation of the Disconfirmation-Satisfaction Response Function
Mitch Griffin, Barry J. Babin, William R. Darden 312

Material Satisfaction: The Effects of Social Comparison and Attribution
Ramesh Venkat, Harold J. Ogden 314

ISSUES IN MARKETING STRATEGY

A Relative Assessment of the Strategic and Transaction Cost Perspectives on Vertical Integration
Mayuresh Kelkar, C. P. Rao, Robert E. Stassen 320

Understanding the Translation of Strategy into Action: An Implementor Frame of Reference Approach
Don Saunders, James Ward 321

The Cross-Parry Response to Entry
Alexandru M. Degeratu, Thomas S. Gruca 323

GLOBAL MARKETING MIX ISSUES

The Coordination of Marketing in the International Firm: An Exploratory Survey on Organizational Structures
Ed Peelen, Harry R. Commandeur, Rudy K. Moenaert, Filip Caeldries 330

Standardization of International Marketing: A Developing Country Perspective
Shaoming Zou, David M. Andrus, D. Wayne Norvell 340

Beyond Globalization and Localization: Two Regional Approaches to International Advertising
Louisa Ha 342

HOW TO RESPOND TO CONSUMER COMPLAINTS AND DEFECTION

Organizational Response to Consumer Complaints: Effective and Efficient Complaint Management
Moshe Davidow 344

Customer Defection Analysis: A Critical Incident Approach
K. Douglas Hoffman, Scott W. Kelley, Laure M. Soulage 346

STUDENT SKILLS

Teaching Trust-Building Behaviors to Sales Students and Trainees: A Behavioral Modeling Approach
Scott A. Inks 353

Toward Bridging the Gap Between Marketing Programs and Business Firms
Cynthia Webster, Susan L. Taylor 360

BUSINESS ORIENTATION AND MARKETING STRATEGY

Improving Performance in the Market Oriented Business
Stanley F. Slater, John C. Narver 367

Market Orientation: Theoretical and Methodological Concerns
Terrance G. Gabel 368

A Longitudinal Study of the Impact of Market Structure, Firm Structure, Strategy, and Market Orientation Culture on Dimensions of Small Firm Performance
Alfred M. Pelham, David T. Wilson 376

EXPORT PERFORMANCE

The Effect of Channel Control Mechanisms on Export Performance
David I. Gilliland, Daniel C. Bello 384

Antecedents of Export Performance: A Structural Model Investigation
J. Chris White, Stephen W. McDaniel 386

RELATIONSHIP MARKETING

Task Structure, Communication and Role Perceptions: Their Impact on Inter-Organization Interdependence
Karen L. Koza 387

Adaptive Selling Behavior: The Role of the Embodied System
José Antonio Rosa 400

Personal Characteristics and Salespeople's Coping Style
Rajesh Srivastava, J. K. Sager 411

SOCIAL AND ETHICAL ISSUES IN MARKETING

Legal Pressure for Ethical Compliance in Marketing
O. C. Ferrell, Debbie Thorne, Linda Ferrell 412

Health Care Providers' Perceptions of Control in Reform Initiatives: The Influence of Psychological Climate Variables
David Strutton, Lou E. Pelton, Jhinuk Chowdhury, R. Keith Tudor 414

Motivations Underlying Over and Under Estimation of Product Ownership Among Peers by Adolescent Consumers
William O. Bearden, Randall L. Rose, Kelly H. Uscategui 416

BUSINESS CULTURE AND COMPETITIVE PERFORMANCE

Culture and the Marketing Manager: Exploring a Link Between Culture and Decision-Making
Pierre Berthon, Leyland F. Pitt, Michael H. Morris 418

The Antecedents, Process and Consequences of Total Quality Management - A Tool for Achieving Sustainable Competitive Advantage
Velavan Subramaniam, V. Kumar 419

On the Relationship Between the Marketing Culture of a Service Firm and Marketing Effectiveness
Cynthia Webster 421

GLOBAL CONSUMER BEHAVIOR ISSUES

Convergence and Divergence in Consumption Orientations: Findings From an Exploratory Study of U.S. and Singaporean Consumers
Richard Parker, G. Ray Funkhouser, Anindya Chatterjee 429

Dimensions of Product Quality, Role of Country Image, and Country-of-Origin Effects
Zhan G. Li, Rajiv P. Dant, Lawrence H. Wortzel 435

The Role of Diffusion of Innovations in Economic Development: A Theoretical Analysis
Madhavan Parthasarathy, Terri L. Rittenburg, Robert A. Mittelstaedt 437

GLOBAL INTELLIGENCE AND STRATEGIC ALLIANCES

The Role of Competitive Market Intelligence and Information Gathering in Export Behavior
Jeen-Su Lim, Thomas W. Sharkey, Ken I. Kim 439

Creating Knowledge from Competitive Intelligence: Difficulties in Global Research
Gary D. Schwebach, M. Kim Saxton, Todd Saxton 441

Cultural Domain of Transnational Strategic Alliances
Sudhir H. Kale 443

POSTPOSTIVIST APPROACHES TO MARKETING AND PUBLIC POLICY

Ecofeminism and Green Marketing: Reconciling Nature and Hu(Man)Kind
Héctor R. Lozada, Alma Mintu-Wimsatt 450

Critical Ethnography: A Postpositivist Method for Social/Public Policy Research in Marketing
Ronald Paul Hill 456

On Making Marketing More Relevant: The Role of Participatory Research
Terrance G. Gabel 462

TEACHING DISTANCE LEARNING CLASSES: CHALLENGES AND OPPORTUNITIES

Postscript to a Collaborative Effort How Can "West Meet East" in Distance Education?
Donna R. A. Smith 463

GLOBAL SELLING AND COUNTERTRADE

A Survey of Canadian Countertrade Practices With Asian-Pacific Countries
Nick Strizzi, Gurprit Kindra 472

Barter and International Marketing: A Transaction Cost Analysis
Erika M. Schlomer, Jean L. Johnson 473

Exploring the Job Satisfaction and Commitment of Expatriate Marketers in Saudi Arabia
Shahid N. Bhuian, Alhassan G. Abdul-Muhmin 475

EMPIRICAL GENERALIZATIONS REGARDING THE EXPERIENCES, PERCEPTIONS, AND OUTCOMES OF SALESPEOPLE'S BEHAVIOR

Impact of Manager Guidance and Attachment on Attitudes, Job Stress, and Withdrawal of Salespeople
J. K. Sager, Junsub Yi 477

Exploring the Influence of Company Support on Sales Rep Satisfaction, Loyalty and Performance
Kevin M. McNeilly, Frederick A. Russ 478

LOGISTICS MANAGEMENT

The Benefits, Costs and Strategic Implications of Quick Response Systems
Paul F. Christ, Jack Gault 485

Impact of the 1994 Trucking Legislative Changes: The Rural Shippers' Perspective
Bert J. Kellerman, Debbie Gilliland, Firooz Hekmat 492

The Order Fulfillment Process: The Tactical Interface Between Sales, Logistics and Operations
Daniel F. Lynch, Matthew A. Waller 494

MODELS AND METHODS FOR INVESTIGATING COMPETITION AND COOPERATION

Testing for the Independence of Competitive Promotions
Ram C. Rao 496

Inter-Brand Promotion Scheduling at the Retail Level
Alok Gupta, Robert Shoemaker, Aradhna Krishna 502

Opportunities for Alliance Research in Marketing: An Argument for a Multi-Method Case Research Strategy
Edwin R. Stafford 508

Ethical Behaviors in Marketing Research: A Study of Salience, Personal Characteristics and Organizational Factors
Ralph W. Giacobbe, Madhav N. Segal, Mark A. Magalski 516

POSTMODERN CONCEPTUALIZATIONS OF MARKETING THEORY AND PRACTICE

Assessing "Marketing as Exchange:" A Symbolic Interactionist Perspective
Terrance G. Gabel 523

Symbols for Self-Construction: Product Design in Postmodernity
Laurie A. Meamber 529

An Interpretation of How Competitive Advantage in Consumer Markets Can be Achieved Through Superior Customer Value
Hans Rask Jensen 535

CORPORATE, ENVIRONMENTAL, AND CAUSE RELATED COMMUNICATIONS

Measuring Attitudes Toward Green Advertising and Consumers' Environmentally Responsible Behaviors
Erika Matulich, Diana L. Haytko, Jon R. Austin 541

Cause-Related Marketing Programs: Implications Based on a Model of Helping Behavior
Tracy A. Suter, Aditi Sen, C. P. Rao 543

Responding to Marketing Predicaments: A Situated Identity Theory Based Corporate Response Framework
Jeffrey L. Bradford 545

STRATEGIC ALLIANCES

Strategic Alliances in the Pharmaceutical Industry: A Qualitative Examination
Mary Ellen Gordon 553

Quick Response Alliances: Environment, Strategy and Structure
Lisa Phillips, Cornelia Dröge 559

Partner Selection in Market-Driven Strategic Alliances
Chekitan Dev, Saul Klein 561

CHANNEL MANAGEMENT

Antecedents and Consequences of Interfirm Trust in Cross Border Marketing Alliances
Hildy Teegen 563

Channel Management and Relationship Marketing: Some Global Comparisons
Edward A. Morash, Steven R. Clinton 565

Strategic Groups as a Determinant of Independent Distribution Channel Management: An Agency Theory Perspective
Walfried Lassar, Jeffrey Kerr 566

AUTHOR INDEX 569